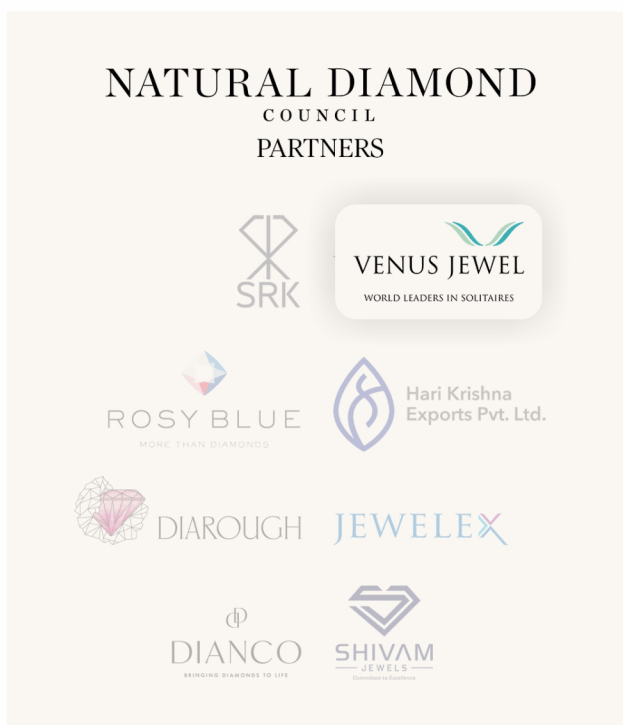


NATURAL DIAMOND NEWS - Eight leading diamond manufacturers to partner with Natural Diamond Council

May 31, 2023

The **Natural Diamond Council** has announced a major partnership with eight of the world's most influential diamantaires. For the first time since the inception of the NDC (formerly the Diamond Producers Association), a collective agreement has been reached with a significant number of major businesses in the natural diamond value chain.

This strategic alliance between the **NDC and Shree Ramkrishna Exports (SRK), Hari Krishna Exports Pvt. Ltd. (HK), Rosy Blue, Venus Jewel, Diarough, Dianco, Jewelex and Shivam Jewels**, represents an unparalleled commitment to industry growth, through increased investment in marketing and promotion.



Aligning the objectives of these major diamantaires more closely with the objectives of the major mining companies through the mission of the NDC will also bring together a more holistic approach to new opportunities in the market, as well as consideration for any new challenges that the industry faces. In addition, the NDC will be working with its major retail partners to support the communication of the values of each diamantaire to their clients.

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David Kellie, CEO of the Natural Diamond Council, expressed his gratitude to the visionary partners, stating, *"I would like to thank each partner for putting their trust in the NDC. Their leadership in the industry demonstrates their long-term commitment to building prosperity for the benefit of their employees, their communities and to the wider industry. They share common values as members of the RJC, but each has a unique and powerful story that we look forward to sharing more broadly with the industry. Together with our community of retail partners, we're looking forward to raising consumer awareness of the positive impact of the natural diamond industry throughout the value chain. I would also like to thank the Gem & Jewellery Export Promotion Council (GJEPC) for their ongoing support."*

These distinguished partners are the industry leaders when it comes to compliance, ethical sourcing and transparency. They have set an example by conducting their business on the foundations of trust, while giving back to the environment and community in equal measure, displaying values that are increasingly important to consumers today. Whether it is their CSR initiatives, ESG mandates or employee benefit programs, each of them commits to NDC's core vision by advancing the integrity of the modern diamond jewellery industry. Renowned for their exceptional craftsmanship and forward-thinking approach, their legacy of trust, coupled with a modern outlook, places them at the forefront of the global diamond market.

Richa Singh, Managing Director, India & Middle East – Natural Diamond Council, said, *"I am proud to partner with these guiding lights of the diamond business. Each of these leaders has a vision for the progress and well-being of the modern diamond industry. Their shared values around ethical practices and commitment to community development have helped us dominate the world stage. They are pioneers who have helped make natural diamonds symbols of conscious luxury, and I am excited to showcase their positive impact to both the consumers and the trade."*

Driven by a shared vision, the NDC will also collaborate closely with each partner, crafting captivating content that celebrates their remarkable heritage, unparalleled expertise, and unwavering commitment to ethical practices.

In addition to these 8 diamantaires, Bonas Group, the world's longest-established diamond brokerage and consultancy firm and the largest global independent diamond and gemstone tender and auction house, joins this esteemed partnership, adding its unique expertise and perspective to further propel the industry's growth.

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